



BLOOD LINE

THE *voluntary* BLOOD DONATION JOURNAL

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INAUGURAL ADDRESS AT THE WORLD BLOOD DONOR DAY CELEBRATION THIRUVANANTHAPURAM ON 14-06-2017 BY THE HON'BLE GOVERNOR OF KERALA



Shri. Justice (Retd) P. Sathasivam,
The Hon'ble Governor of Kerala

I am very happy to inaugurate the World Blood Donor Day Celebrations organized by Terumo Penpol in association with All Kerala Blood Donors Society.

Let me at the outset, compliment Terumo Penpol and the All Kerala Blood Donors Society for taking initiative to celebrate this day, thereby conveying a significant message to society on the need for safe blood and blood products. It is also an occasion to thank blood donors around us for their life-saving gift of blood to those in need.

I am informed that both Terumo Penpol and All Kerala Blood Donors Society have been maintaining close links and coordination in their activities for promoting blood-donation. As the first company in India to manufacture blood bags, Penpol has become a national leader in the field, exporting to 82 nations all over the world. It has also been credited with encouraging blood-donation first among its staff and then in the community, by helping colleges to promote blood-donation among the youth.

The efforts of the All Kerala Blood Donors Society in steadily promoting voluntary blood donation is also well known in the State. Many of their members have taken blood-donation as a mission and they actively promote this noble deed.

As we all know, World Blood Donor Day is celebrated all over the world on 14th June, which is the birth anniversary of Karl Landsteiner, the great scientist who won the Nobel Prize for his discovery of the A-B-O blood group system.

As the World Health Organization rightly points out, Blood is an important resource, both for usual treatments and in urgent medical interventions. Blood can help patients suffering from life-threatening conditions live longer and can support complex medical and surgical

procedures. It is also vital for treating the wounded and has an essential, life-saving role in maternal and perinatal care. Since willingness to give blood is very important, this year's theme is a question: What can you do? The answer is: Give blood. Give now. Give often.

The significance of Blood lies in the fact that there is no substitute for human blood and its components. Therefore, the quality of the blood used in medical procedures has to be ensured. Thus, the concept of Haemo-vigilance has gained great importance. Though it is very important to encourage blood donation, we also need strict vigilance and surveillance in the selection of donors, transport and conditioning, blood component processing etc.

Blood donation campaigns have had great effects all over the world. In fact, the worldwide campaign in favour of blood donation has led to 74 countries collecting over 90% of their blood supply from voluntary, unpaid blood donors. But almost an equal number of nations collect more than 50% of their blood supply from the families of the patients or from paid donors. Even now, just above fifty countries produce Plasma derived Medicinal Products and nearly a hundred countries have to import these products.

India, at present, has over 2,750 licensed blood banks and the annual blood collection is around 7 to 8 million units. Yet, some parts of our country face a deficit in terms of blood availability. During 2015-16, blood collection including through the donation camps, was for around 1.1 crore units and yet, there was a shortage of 11 lakh units. While states like Delhi had surplus blood, there are over a dozen States that face a shortage.

I understand that Kerala's requirement of five lakh units of blood also is

not always achieved. The aim is to achieve more than 90% of the required blood through Voluntary Blood Donation and it is satisfying to see a large number of youngsters, especially students, coming forward to donate blood. At the same time, our statistics would show that voluntary donation is less during the Examination season and the vacations. This needs to be addressed through a more vigorous campaign to convince people about the need to donate blood.

An effective Health care system needs an efficient blood service that ensures access to safe blood and blood products in sufficient quantity. This requires a coordinated blood transfusion service based on voluntary and unpaid blood donations. Since we are planning to upgrade our health centres as Community Health Centres, it is necessary to have Community Blood Centres too. Emergencies increase the demand for blood transfusion and so, the availability of blood at the nearest centers would also be a boon to patients who get admitted due to emergencies like accidents, natural disasters etc. This can be ensured by creating a Registry of blood donors in each area and linked to a district and State database.

As we are aware, the number of people being affected by diseases like Dengue Fever is going up every year. People frantically running for blood Platelets has become a common sight. At present, platelets presently are prepared from blood supplied by patient's relatives or friends. Very few hospitals have a ready stock of Platelets. This causes consid-

erable hardship to people. The situation may turn worse if we don't act now, because there are different types of viral fevers that require platelet infusion for treatment. And, the experience is that every year the requirement of platelet transfusions is on the rise. Therefore, it is necessary to have a special drive to collect blood for preparation of Platelets, especially during months when outbreak of fever and other diseases occurs.

Regular blood donors perform a great social service, the value of which cannot be expressed in mere words. Often, it is the satisfaction of saving someone's life that encourages them to donate blood regularly. Besides, it is from regular donors that we get the safest blood. To ensure availability of safe blood, we have to increase the enrollment of people as volunteers for blood dona-

tion. I would suggest that colleges and universities should have programmes to encourage the entire student community to donate blood by including it in the social service component of the syllabus. At present, it is limited to the National Service Scheme volunteers at least in some colleges. Why not think in terms of Blood Donor Units in all colleges and governmental institutions?

I would also suggest that Blood banks should go out to the Donors and collect blood from outdoor campaigns at the convenience of the donors. The rules for granting permission to conduct camps also need to be reviewed to ensure 100% voluntary donation.

It is also essential that we suitably honor Blood Donors regularly so that it sends a message to society about the importance of the noble act of donat-

ing blood. I salute Shri K.P. Rajagopalan, Shri Byju Nellimood, Shri J.S. Shajudeen, Shri Sathikumar, Shri Samchandran and Shri G. Jayakumar who were honored in today's function as a mark of respect to their service as regular blood donors. I also appreciate Vikram Sarabhai Space Centre, Technopark, College of Engineering, Trivandrum, UST Global, Tejus, KEBS Youth Forum and Big FM Radio for promoting blood donation through Camps and campaigns. I sincerely hope that more people in society follow the path of these committed individuals and organizations.

I compliment Terumo Penpol and the All Kerala Blood Donors Society for organizing this function in a befitting manner.



World Blood Donor Day Inaugural Ceremony



**Inauguration by Lighting the Lamp-
Shri. Justice (Retd) P.Sathasivam,**
The Hon'ble Governor of Kerala



Presidential Address - C Padmakumar
Chairman and Managing Director,
TERUMO PENPOL Pvt Limited



Keynote Address - Dr. Sukesh C Nair,
Prof & HOD, Dept. of Transfusion Medicine
CMC Hospital, Vellore



**Special Address -
Smt. Lida Jacob,**
Chairperson, KEBS



**Welcome Speech -
Shri. Ratheesh Sahadevan,**
General Secretary, KEBS



**Vote of Thanks -
Dr. Joy Varghese VM,**
Dist Co-coordinator, NSS Technical Cell

The Honorable Governor of Kerala recognized the real heroes who has donated more than 75 times



Byju Nellimood,
Organizing Secretary, KEBS



**K P Rajagopalan, President, Federation of
Indian Blood Donors Organisations**



**Shajudeen J S, Sr. Technician, TERUMO
PENPOL Pvt Limited**



Sathikumar, Member, KEBS



**Samchandran C, Executive, TERUMO
PENPOL Pvt Limited**



**G Jayakumaran Nair, Sr. Technician,
TERUMO PENPOL Pvt Limited**

World Blood Donor Day Celebrations

Shri .Justice (Retd) P Sathasivam, The honorable Governor of Kerala was the Chief Guest for the function

The World Blood Donor Day celebrations was organized by Terumo Penpol Private Limited in association with All Kerala BloodDonors Society on June 14 at VylopillySamskrithi Bhavan at 10.00 am. The day was marked by a function honoring Schools, Colleges, NGOs, and Institutions and repeat regular donors. The event served to raise awareness of the need for safe blood and blood products and to thank blood donors for their life-saving gifts of blood. 447 Students and repeat regular donors participated in the event.

Terming the fever situation in the state as a matter of concern, Governor said the special blood donation drives should be planned during months when the spread of contagious diseases are on the rise. In the wake of rising cases of fever in the state and the ensuing shortage of blood platelets for treatment, special blood donation drives should be carried out to ensure adequate amount of platelets. Urging colleges and universities to encourage more and more students to voluntarily donate blood, he said blood donation should be included in the social service component of the syllabus.

The Governor, who is also the Chancellor of state universities, said discussions will be held with the VCs in this regard. Blood banks should take the initiative to conduct outdoor blood donation camps so as to attract more voluntary blood donors, Governor said. He said special preference should be given to regular blood donors in the state's temples, similar to the VIP status accorded to them at places of worship in other states.

Dr. Sukesh C. Nair, Prof & Dept. of Transfusion Medicine, CMC Vellore delivered the keynote address

Delivering the keynote address, Dr Sukesh C Nair, Head of the Department of Transfusion Medicine, CMC Hospital, Vellore, said a repeat voluntary blood donor could be considered as the ideal and safest donor. He said the chances of infection in recipients was less when blood was taken from a repeat voluntary donor. Due to various initiatives to promote blood donation, 30 per cent of the male staff and 20 per cent of female staff at CMC Hospital had become repeat voluntary donors, he said.

Mr. Padmakumar, the Chairman and Managing Director of TPPL presided over the function

C Padmakumar, Chairman and Managing Director of Terumo Penpol said voluntary blood donation has not been successful in the country even though neighboring countries have made huge strides in this regard. He said while we recognize and celebrate the achievements of regular donors, we are also aware that the overall number of blood donors must continue to grow to meet our future blood needs. This means that demand for blood will continue to rise and we need more donors to come forward to ensure a sustainable supply.

Dr. Lida Jacob, IAS (Retd) delivered the special address.

She said Voluntary blood donation is one of the noblest forms of human kindness and service. A blood donor feel for others and therefore bears the sample of dedication and commitment. He or she always think twice before hurting anyone thus promoting goodness and goodwill all around.

As chairperson of KEBS it is a matter of pride and privilege that KEBS is in the forefront for motivating and mobilizing a large number of voluntary blood donors, especially young donors. KEBS focuses mainly on blood donation for cancer patients in RCC and for patients requiring blood in govt hospitals. We are working towards total voluntary blood donation in all major hospitals in the near future.

So let' spread the message. Donate Blood. Donate now.



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RECOGNIZING INSTITUTIONS WHO HAS MADE TREMENDOUS CONTRIBUTIONS TO THE FIELD OF BLOOD DONATION BY THE GOVERNOR OF KERALA



Vikram Sarabhai Space Center, Trivandrum



Technopark, Trivandrum



College of ENGINEERING, TRIVANDRUM



UST Global, Trivandrum



TEJUS, NGO, Trivandrum



KEBS Youth Forum, NGO, Trivandrum



BIG FM Radio

REPEAT REGULAR DONORS OF TERUMO PENPOL HONORED ON WORLD BLOOD DONOR DAY

The repeat regular donors and the best donors of TERUMO PENPOL who had donated 4 times in 2016 were also honored.



THANK YOU BLOOD DONOR GREETING CARD CONTEST

Gokul Gopan the First Prize winner of Thank You Blood Donor Greeting Card was rewarded with Cash prize.



A big salute to Thomas K Stephen, Director, National Service Scheme for promoting Blood Donation

He encouraged Higher Secondary Schools to organize regular blood donation camps to save precious lives. He stressed that it was a great opportunity for young students to help the social needs of the community through the NSS by promoting blood donation.



TERUMO PENPOL Initiative- Girl Students of Cotton Hill Higher Secondary in the Forefront to Promote Blood Donation - Honoring Cotton Hill Higher secondary School on World Blood Donor Day

It was TERUMO PENPOL who introduced the concept of promoting voluntary blood donation through School Students in 2010. In a society that is largely unaware of the concept of voluntary blood donation, to motivate one person to donate blood is in itself quite a big deal, let alone more than two dozen people. But that's exactly what 17-year-old Keerthana Mannayam did in 2010 with the support of TERUMO PENPOL and that too with élan. The sprightly teenager, a Plus One student of Cotton Hill Higher Secondary School in the city, spearheaded an awareness campaign and a voluntary blood donation drive in her school, where she got 40 of her teachers and parents of her school mates to sign up to donate blood.

For the past Seven years, the Students of Cotton Hill School have been actively trying to promote the concept of voluntary blood donation. The NSS Volunteers did a lot of groundwork to get blood donation drive up and running. With the help of the NSS Teachers they organized awareness sessions to sensitize teachers, parents and students on the need for blood donation. They made sure to invite blood donor motivators to share their experiences with the teachers so that the latter could overcome their misgivings on blood donation. They distributed IEC (information, communication and education) material related to voluntary blood donation to the teachers and promoted the blood drive through posters, pamphlets and regular announcements.

The key to voluntary blood donation drives lie in awareness campaigns. There are quite a number of people who are ready and willing to donate blood. It's just that most of them - not even older people - are aware of the process of voluntary blood donation nor of the dire need for it. This is an issue that needs to be addressed and is something that we hope to change.



Recognition for Students of Grade 5 of Trivandrum International School for organizing Blood Donation Camp

The students requested their parents with the teachers joining in motivating the parents to donate blood. The students went on a door to door campaign to be a part of this process. They also composed slogans, designed creative posters and organized an awareness Rally to motivate people to join the blood donation camp.



Manikandan Refused To Take Gifts At His Housewarming Ceremony. But Instead Asked His Guests To Donate Blood.

Certain things make you believe that humanity still exists. They restore one's faith that people still care about each other. And, make you believe in the fact that there exists a beautiful life beyond all the disheartening cases of theft, burglary and rapes that take place every single day. Manikandan changed the entire concept of housewarming gifts and took it to a whole new humanitarian level. He asked his guests to bring in no gifts, but instead convinced them to donate blood at the camp organized at his new house on house warming ceremony day.



Kudos to All Saints College for regularly organizing blood donation camps

Compassion is the greatest gift one can give to others and the Girl students of All Saints have it for sure. It was once again reflected when they came forward to give blood to save lives at 4 blood donation camps organized in their college. India has a massive shortage of blood that can save several lives. This shortage can be fulfilled if we decide to donate blood at least once a year. Kudos to all the students who came forward and show their concern for a cause.



Salute To LBS College of Engineering

The Girl Students of LBS College of Engineering consider conducting blood donation camps and voluntary blood donation campaigns is one of the easier ways to do social service, and a vital one at that. For the past three years or so, they have been actively trying to promote the concept of voluntary blood donation and organizing blood donation camps regularly.



A Very Big Thanks To Big FM Radio -Kidillom Firoz, The Radio Jockey of Big FM Radio honored on World Blood Donor Day for his support to promote blood donation

BIG FM the radio partner of the event organized a blood donation campaign in Trivandrum. The RJ's of BIG FM appealed to the listeners to join hands in the blood donation campaign. The Listeners registered themselves as blood donors at the station by calling and sending messages.



Kudos To RJ Shifin,Red FM Radio for donating blood regularly

RED FM Radio, has programmed to organize blood donation campaign every quarter to give meaning to its promise.



V S Hari & Prabha S - Husband and wife donating blood regularly

Hari's and Prabha's dedication to blood donation at every opportunity, is truly inspiring. They're an amazing couple, doing an amazing thing because they believe it's the right thing to do



Kerala Blood Donors Recognized For Promoting Blood Donation



SCHOOL STUDENTS IN THE FOREFRONT TO PROMOTE BLOOD DONATION- A BIG SALUTE TO THEM



Dear Ms. Baby,

Thank you for continuing to send the Blood Line Journal to me and others in the USA.

I was interested to read, in the article on International Women's Day, that in India, persons may donate blood only every 3 months, and must be ages 18-65.

In our country, we may donate every 8 weeks. Children aged 16 or 17 can donate with parental consent. Successful blood drives are held regularly at high schools, for students in that age range, and have become an important source of donations.

We have no upper age limit on donations. I am 83 years old and donate 5 times yearly, with good quality blood and no adverse effects.

Perhaps Indian authorities could consider expanding the limits similar to ours, in order to increase voluntary donations. I believe that older persons who have donated blood earlier in life are quite willing to donate regularly in later life

Ronald McMahan

Vineland New Jersey Rotary Club, USA

Good to see more females are donating blood. If women can also educate their families to eventually become blood donors, that will be a great thing for the future.

I would suggest that it may be useful to carry out a survey of serum ferritin levels in women in Kerala. If it has not been done previously. This may have an important role in protecting the health of women and also assist in targeting blood donor recruitment activities.

Dr Graeme Woodfield,

Dept of Molecular medicine and Pathology
University of Auckland, NZ

I have downloaded the PDF file & have gone through the same. Very nice. Pl. note that I have already retired some 6 yrs. I was attached to Chittaranjan National Cancer Institute, Kolkata 700026 as the Senior Assistant Director & Head, Dept. of Anticancer Drug Development.

Sincere thnx & rgds,

Dr. Sanyal

Kolkata

Dear Ms. Baby -

Thank you for expanding the circulation of the Blood Line Journal. Sharing the common challenges our customers face around the world and the solutions to those challenges is important. The journal provides the most interesting insights into the unique challenges of the Indian customers. I found the article on the Bombay blood type especially interesting. Thank you again, for sharing.

Jacque Graham

Director, Americas Marketing
TERUMO BCT

I wish you had added Terumo Penpol's support to develop a platelet apheresis directory for Mumbai through Federation of Bombay blood banks as part of company's initiatives towards voluntary blood donation.

Dr. NEELAM NIJHARA

FBBS, MUMBAI

Thanks Baby for your sharing.

Kindly include Cindy in distribution copy moving forward.

Thank you,

Caren

Director, (HR), TBCT

Hello Baby-san,

Thank you for sending the Blood Line Journal as usual.
I am so glad to see lots of photos in which you show up at the various ceremonies.

Best regards,

Y. Kimura

Audit/Supervisory Committee Office

Hello Madam,

Thanks for sending the journal.

Regards

Anoop

Thank you very much, Baby-San.

With Best Regards,

Masanori Sato

Thanks Baby. Good to see Dr.Sulochana after a long time. Congrats to you also.

Warm Regards

P T George

Vice President V-Gaurd



Letters To The Editor

Dear Baby.

Congratulations for all the awards received.
Thank you for sending the journal. Please send me in future also
Hope you are fine.

Dr .Geetha

Former DME,MCH
Wayanad Medical College
Trivandrum

Dear Baby,

Nice work. Wish all success in future also.

Unnikrishanan

Drugs Inspector

Thanks.

Seems your good work is having a force multiplier effect and spreading. Keep it up. Right thing to do to let know the CSR your organization is doing and for corporate identity.

Sasikumar

Director
Nutrasweet

Dear Madam,

Thank you, We received Blood Line Journal !
It is coming nicely !!

warm regards

Kamal Eshwar

BMST, Bangalore

Thank you. Hope more copies will be sent to us.

Abid Areacode

NSS Program Officer,
Govt. Engineering College, Wayanad

World blood donor day: Let's break a few myths around blood donation

Though India is the second largest human resource in the world, we are annually in deficit of two million blood units, according to WHO.

"Blood is the elixir of life"- this saying is true, especially, when a person in acute need of blood gets it in time.

Researches to find a suitable alternative to blood have not been successful. These situations make the blood a precious resource. The paradox that surrounds the blood as a resource is "it being readily available and abundant, it is scarce".

This very well suits with the Indian scenario. Though India is the second largest human resource in the world, we are annually in deficit of two million blood units, according to WHO. In India only one percent of the population donates blood.

In India, after the landmark Supreme Court judgment in 1996 (Common Cause v/s Union of India) on blood donation, the scenario of blood banking has been streamlined. The process of creating a large donor base is under progress.

For this movement to be successful, majority of the blood should come from repeat voluntary blood donors. The repeat voluntary blood donors are habitual blood donors who give blood repeatedly at regular intervals. They are thus reliable and safe.

The major hurdle in blood donor motivation is breaking the myths that surround the blood donation. Breaking the myth helps the donor to keep his first step towards the 'holy' process of donating blood.

The process of creating a repeated voluntary donor based inventory needs a lot of effort. It is a three-step process.

- STEP I:** Motivate an individual for donating blood (intention formation).
- STEP II:** Make donation a habit, where he/she realizes that it is a safe process and agrees to donate when called for.
- STEP III:** Make donation be identified with him, where starts enjoying the process and donates blood without being called for.

There are innumerable myths; the major ones, as jotted by Dr Vikas Hegde, Consultant, Transfusion Medicine and Transplant Immunology, BGS

Gleneagles Global Hospitals, are enumerated here:

1) Myth: Blood donation is unsafe.

The truth: It is a completely safe procedure done under the supervision of trained staff. The occasional fainting after donation occurs in 2% of first time donors. It can be easily prevented by simple precautions such as rest and taking fluids throughout the day following donation.

2) Myth: Blood donation decreases the sexual drive and there is loss of energy.

The truth: There is no association between a decrease in sexual drive and blood donation. With the precautions stated above there will be no feeling of being drained out of energy.

3) Myth: Big needle hurts more.

The truth: The pain of the prick of 16-18 G needle (big) is almost same as that of 22 G (small) needle.

4) Myth: People with Diabetes, previous TB infection, allergic diseases and high cholesterol levels can't donate blood.

The truth: Diabetics not on insulin can donate blood. Similarly patients with cured tuberculosis infection can donate blood after 5 years of cure. Allergic diseased individual not on steroids can donate blood. Individual with high cholesterol with no heart illness can donate blood.

5) Myth: BWomen should not donate blood.

The truth: If the hemoglobin levels are above 12.5% she can donate provided she is not menstruating, pregnant or feeding.

6) Myth: Health deteriorates with number of donations.

The truth: According to some studies donations improves the health by reducing the viscosity of blood, rejuvenating the blood cells and thus helping the heart of the individual. These claims, however, need to be proved by further researches. At present it can be said that by donating blood at safe intervals (3 months) there is no harm to the health.

Blood donation is a safe, well monitored process which does no harm to the donor. Above all it is the best gift that any individual can give. Each donation of blood saves three-four lives. India is making a great progress in health care sector doing high end blood intensive transplant procedures and curing hitherto incurable diseases. Blood is also needed-most when the disaster strikes.

Let's forget the myths and make a pledge on this world voluntary blood day (June 14, 2017) that
"We will- Give blood. Give now, give often."